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First to Last-the Truth: News - Editorials - Advertisements

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TUESDAY, JANUARY 26, 1915.

PRICE ONE CENT in City of New York, New ark, Jersey City and Hob ELSEWHERE TWO CENTS.

An Autopsy on Bargain Ads.

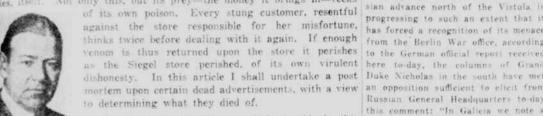
Freak Sizes Used as Lures for the "Just as Good." Seconds and Off Colors Sold as Standards to the Unwary Purchasers.

By SAMUEL HOPKINS ADAMS. -

NO. IX.

can be no doubt that the purchasing public is drifting away Berlin Takes Notice of department stores, in spite of their persistent advertising. Fighting-Germans Capt-

Bad advertising is a hornet. It stings the public, and, in stinging, dies, itself. Not only this, but its prey-the money it brings in-reeks



First the scalpel brings to light trouble in this certain animation and activity among

Until now you never heard of an Overcoat of Carr's Genuine Treble Melton for less than \$25, and that was "very special." Their value here at Simpson's is \$35.

\$14.85

sointed, a disgusted correspondent of mine visited the place and had which they had pushed forward "south greatness thrust upon him in the form of a Carr's Melton garment some of the passes ix sizes too large for him. Let him tell his experience in his own words:

"I turned to the salesman. 'That doesn't fit,' we said together. 'I now what you want,' he said, 'you want something snappy. This way, along the whole of the eighty-mile front John D. Rockefeller, slease. He went to another table and pulled out a coat and invited me continues, with the Germans still of It was a very ordinary coat, not worth more than \$12. 'This the defensive south of this river. s not a Carr Melton.' I said. 'No.' he replied, 'but it is just as good. It though there has been no recent genfits you perfectly.' 'I want a Carr Melton coat,' I said, 'and nothing eral action, the Germana are making

on he returned with another coat, but it was not a re is a very fine coat,' he said. I repeated that only a Carr d satisfy mc. He then made the astonishing statement that efacturers of that coat did not deal with young men, and that only ierly men could wear them. I was about to leave when he called the Russian artillery disarranged the Gernamager over. The manager was suspicious, 'Say, are you one of them man's offensive movements in this dvertising fellows?" he asked. 'What's the matter, didn't I show you a region arr Melton. Are you trying to make trouble!

"I stated that the advertisement was misleading, to say the least, and kands several times as the armies ved how it was. 'Here you say all styles and all sizes,' I said, showing im the advertisement, 'and now you can't fulfil your promise.'

"RINGER" SALE IN ITS FULL GLORY.

Who says all that? he demanded, snatching the paper. 'Look! It "Carr Melton overcoats. Overcoats, all styles and sizes."

There is the "ringer" sale in its full glory; a few, a very few, specinens of the genuine article as advertised, not actually for sale, and only le be found in purposely abnormal sizes such as would fit none but a freak, these ringers serving as bait for the disposal of inferior garments.

That same sale was attended by a Tribune representative, who had

ITALIAN RADICALS BRITISH WARSHIP

BIG ARMY BARS **RUSSIA'S SWEEP** INTO HUNGARY

Petrograd Admits Strong Opposition in District of Carpathians.

80-MILE BATTLE NORTH OF VISTULA

ure Bzura Trench.

in the castern theatre of war, it is ev dent, even from a Vienna official repor This is a Simpson-Crawford Store advertisement. Seeking where it Russians were driven from trenches

Fighting North of Vistula.

ports it was not occupied by either of his plateon of

riddled with a shower of bullets from of the commission's hearings. They He did not, as some of the other the opposing trench. Fighting of this

No less stubborn is the action or the line between Granow and Kurd-

Rockefeller, Jr., Under Guard, Evades Questions About Father



John D. Rockefeller, or testifying at City Hall

Oil King's Son, Flanked by Detectives, Testifies at Industrial Hearing Indorses Union Labor-Denies Absolutism in Colorado-Press Agent Gets \$1,000 a Month.

did not deter the great overflow from capital; he sympathized with the work

Evaded Many Questions

of industrial absolutism. That he knew Navy Department is inadequate and

When he was asked why, on hearing Admiral Knight said that the effect

character went on for days, with no noticeable advantage for either side. BAR UNION MEN

TRUCK SKIDS: TWO DYING EAST AND WEST

Runs Up on Sidewalk-Pins Down Man, 76, Woman, 60. William M. Abbott, 76, of 218 West

MEET OVER 'PHONE

THE TRIBUNE WINS ITS BATTLE FOR FREEDOM OF PRESS

U. S. Supreme Court Gives Unanimous Decision-Newspapers Need Not Disclose Source of Information.

RESULT ENDS INSIDIOUS CENSORSHIP

The Contention of the Counsel for The Tribune Is Fully Sustained in Epoch-making Decision -Lower Court Reversed.

From a Staff Correspondent of The Tribune.)

Washington, Jan. 25 .- The United States Supreme Court to-day handed down a decision in the cases of George Burdick against the United States and William L. Curtin against the United States which is re garded as one of the most important ever rendered by that tribunal a affecting the freedom of the press under the United States Constitution Judge Learned Hand, in the United States District Court in New York had held Messrs. Burdick and Curtin, who are members of the staff of The New York Tribune, in contempt of court for their refusal to disclose before the grand jury the sources of their information concerning cer tain articles published in such newspaper in regard to charges of smug gling through the New York Custom House, and had imposed the penal ties of a \$500 fine and imprisonment upon each of them. The Suprem Court reverses the judgments in each case and directs that Messrs. Bu dick and Curtin be released from custody.

"NAVY UNREADY" -ADMIRAL KNIGHT

Naval College Head Sees War as the One Thing Not in Scheme.

war, according to Rear Admiral Austin which boded ill for the freedom Such details M. Knight, president of the Naval War speech and the liberty of the pres Colleger at Newport, who addressed the The Factor me Principles town

Canal will be challenged.

"It is a singular fact that the organization of the Navy Department takes
no account of the relation of the navy
to war. War is the one thing for
which no arrangement has been made.
In all the legislation creating the
seven bureaus there is not a word
about keeping the nation in preparedness for war or conducting it after it
begins."

of the Customs Department were o
similar, tenor, and there was nothing
probably, unless it be the wholeson
respect for the sound public opinio
which would have prevented the ado
tion of corresponding regulatio
throughout the whole field of admini-

of the United States to force upon w nesses before the grand jury a gener pardon for all offences against the fecral laws in order to compel them their opinion might tend to incrimin

The decisions of the Supreme Cor were unanimous, Justice McKer

adopted a regulation which provid that making public official matter discussing it with persons having official jurisdiction over it nor any ficial connection with the departme "It is a singular fact that the organ- of the Customs Department were

**CHION—TIPIC Alliance Denounced.

The First Transcontinental Core with Mine Area.

**The First Transcontinental Core with Mine Area.* The Admitted to the control of the c